

Cancel claims 1-26.

Please add the following new claims:

27. (New.) A lamp having a light source, and a reflector for reflecting light emitted from the light source, the reflector having a non-circular section when viewed along a longitudinal axis of the lamp, wherein the reflector includes a series of reflection panels, each reflection panel including a plurality of distinct light reflection elements formed thereon, in which each reflection panel is generally outwardly concave in form towards the light source.
28. (New.) A lamp as claimed in claim 27 in which the reflection panels form sides of a truncated pyramidal form, the number of sides thereof equalling the number of panels.
29. (New.) A lamp as claimed in claim 27 in which there are between three and twelve said panels.
30. (New.) A lamp as claimed in Claim 29 in which four said panels are provided.
31. (New.) A lamp as claimed in Claim 29 in which six said panels are provided.
32. (New.) A lamp as claimed in claim 27 which has a flat front face.
33. (New.) A lamp as claimed in claim 27 which is adapted for operation at 12V.

34. (New.) A lamp as claimed in claim 27 which has a maximum cross-dimension less than 100 mm.
35. (New.) A lamp as claimed in Claim 34 which has a maximum cross-dimension of about 50 mm.
36. (New.) A lamp as claimed in claim 27 in which each light reflection element includes a convex front surface.
37. (New.) A lamp as claimed in claim 27 in which each light reflection element is elongate.
38. (New.) A lamp as claimed in Claim 37 in which each light reflection element extends in a direction perpendicular to a longitudinal axis of the lamp.
39. (New.) A lamp as claimed in claim 27 in which between five and 20 said light reflection elements are provided on each panel.
40. (New.) A lamp as claimed in Claim 39 in which eight to ten said elements are provided on each panel.
41. (New.) A lamp as claimed in claim 27 in which the light source is enclosed in a chamber, the chamber being located inside a generally truncated pyramidal space formed by the reflector.
42. (New.) A light fitting including a lamp as claimed in claim 27 fitted thereto, the fitting being adapted to be fitted to a layer of building material with the layer substantially recessed.
43. (New.) A light fitting including a lamp as claimed in claim 27 fitted thereto, the lamp being retained in position by a non-circular-sectioned circlip.

44. (New.) A light fitting as claimed in Claim 43 in which the circlip is polygonal.

45. (New.) A light fitting as claimed in Claim 44 in which the circlip is square or hexagonal.